

**SOUTHEAST FAIRFAX DEVELOPMENT CORPORATION
ALEXANDRIA, VIRGINIA**

**REQUEST FOR PROPOSAL
FUNDRAISING FEASIBILITY ANALYSIS AND CAMPAIGN**

Sealed proposals addressed to the Southeast Fairfax Development Corporation
for

FUNDRAISING FEASIBILITY ANALYSIS AND CAMPAIGN

will be received at 8850 Richmond Highway, Suite 105, until **4PM, TUESDAY,
AUGUST 5, 2008.**

AWARD Award will be made to the qualified bidder obtaining the highest weighted score combining the price and technical qualifications.

PROJECT DESCRIPTION

The Southeast Fairfax Development Corporation is seeking professional consulting services to undertake the preparation of a fundraising feasibility analysis and campaign to support the revitalization efforts of the Richmond Highway area. The selected consultant will work primarily with the staff of the Southeast Fairfax Development Corporation in formulating an action plan for clarifying the feasibility of a fundraising campaign and coordinating that plan with the Board of Directors and community stakeholders for implementation.

BID DOCUMENTS

Contractors may obtain a copy of the bid package between the hours of 8:30 AM and 5 PM at the Southeast Fairfax Development Corporation, 8850 Richmond Highway, Suite 105, Alexandria, VA 22309 or by calling (703) 360-5008 and requesting the Fundraising RFP. There is no charge for the document.

INSURANCE See Attachment A.

AGREEMENT The successful contractor shall be required to complete a two party standard form of agreement. See Attachment B.

NOTICE TO BIDDERS

THE SOUTHEAST FAIRFAX DEVELOPMENT CORPORATION RESERVES THE RIGHT TO REJECT ANY OR ALL BIDS IN PART OR FULL AND TO WAIVE ANY TECHNICALITIES OR INFORMALITIES AS MAY BEST SERVE THE INTERESTS OF THE RICHMOND HIGHWAY AREA.

FUNDRAISING FEASIBILITY ANALYSIS AND CAMPAIGN

Fundraising, Feasibility, Assessment and Strategic Planning

PURPOSE

The Southeast Fairfax Development Corporation (SFDC) is seeking professional consulting services to undertake the preparation of a fundraising feasibility and assessment. The selected consultant will work primarily with the staff of the Southeast Fairfax Development Corporation in formulating an action plan to conduct the feasibility and implementation of a successful fundraising campaign.

The purpose of this study is to evaluate comprehensively the ability for the Southeast Fairfax Development Corporation to raise an operational budget from the businesses and other key stakeholders in the revitalization area it serves. Specifically, the following steps should be considered to address adequately the needs of this study:

- A. Identify and survey all existing stakeholders in the study area, including public entities;
- B. Determine requirements and a campaign model for potential funding that can be realistically invested in the SFDC. Include expectations of time spent by the SFDC staff and Board of Directors involvement to achieve a successful campaign.
- C. Determine expected campaign pledge period and how the campaign will be rolled out.
- D. Schedule and attend no less than six meetings with SFDC staff and Executive Committee, elected officials and citizens' groups to solicit input and suggestions from interested parties;
- E. Investigate the ability to raise funds from national retailers, small local retailers and office users;
- F. Determine how many years to ask potential investors to commit to our campaign;
- G. Develop a conceptual framework for any proposals, including functional recommendations and preliminary cost estimates;
- H. Develop a matrix for measurement of success in a campaign for the SFDC.
- I. Present final recommendations to SFDC Staff and Board of Directors.

OBJECTIVES OF PROJECT

To provide for a comprehensive fundraising feasibility and implementation strategy for the Richmond Highway revitalization efforts by the Southeast Fairfax Development Corporation.

Campaign Feasibility and Model Development

Work with the SFDC Executive Committee and SFDC staff to develop alternatives to meet the project objectives, within budgetary guidelines. A total of 3 committee meetings will be required. Communication with SFDC staff will be on-going throughout the project.

The contractor will be required to provide camera ready copy of the analysis and recommended package at the conclusion of the work, as well as twenty copies of the final report suitable for public distribution.

The final report shall be completed within 90 calendar days from issuance of Purchase Order.

Implementation Specifications

The contractor shall prepare implementation specifications at the 80% stage for SFDC review, comments and revisions within 30 days following submission of final report. The SFDC will review specifications and return to contractor within 20 days.

Provide a detailed cost estimate.

Any deficiencies, errors or omissions in specifications provided by the consultant firm will be corrected by the firm at no cost to the SFDC.

All costs for fundraising campaign will be the consultant's responsibility. Site visits required before, during or after implementation due to inaccurate planning will be the responsibility of the Consultant. Costs for such services must be included in the Consultant's fee.

EVALUATION OF PROPOSALS: SELECTION FACTORS

The General Contract Terms and Conditions set forth certain criteria which will be used in the receipt of proposals and selection of the successful firm. In addition, the criteria set forth below will be considered, as well as the ability to complete the project within the desired time frame.

The SFDC Organization Committee will independently read, review and evaluate each proposal and selection will be made on the basis of the criteria listed below.

The selection criteria for evaluation of proposals include the following, weighted as shown:

- A. Understanding of Project/ completeness of proposal 40%
- B. Cost of services 30%
- C. Firm's experience in providing the services described herein/references 15%
- D. Technical qualifications of staff assigned to project 15%

The Organization Committee will evaluate the proposals and quotations from information at hand and will also ask questions of a clarifying nature from bidders as required. The ability to meet the requirements for services is the prime consideration factor. Each Organization Committee member will complete a proposal evaluation matrix form for each submission received. A composite rating is developed which indicates the group's collective ranking of the highest rated proposals in a descending order. At this point, the Organization Committee may conduct interviews with only the top ranked firms, usually the top three. The Organization Committee will afford those bidders whose proposals seem to be the most beneficial to the Richmond Highway area an opportunity to make oral presentations in order to clarify their proposals.

The Southeast Fairfax Development Corporation reserves the right to reject any and all proposals and to accept the proposal the organization considers most advantageous.

TERMS AND CONDITIONS

1. The Southeast Fairfax Development Corporation (SFDC) reserves the right to reject any or all proposals, to waive informalities in the process, provided the informalities do not affect the price, quality or performance, and to accept or reject any item or combination of items. The award will be made to the bidder whose proposal, in the opinion of the SFDC is the best taking into consideration all aspects of the bidder's responses, including total net cost to the SFDC. In the event that the bidder to whom the award is made does not execute a contract within 30 days from the award, the SFDC may give notice to such bidder of intent to award the contract to the next most qualified bidder, or to call for new proposals.

The proposal shall remain binding 90 calendar days after the date of opening.

2. Bidders shall thoroughly examine and be familiar with the SFDC's specifications. The failure or omission of any bidder to receive or examine this document shall in no way relieve any bidder of obligations with respect to this proposal or the subsequent contract. The submission of a proposal shall be taken as prima facie evidence of compliance with this paragraph.

3. Modifications and alternate proposals for the services required may result in the rejection of the proposal as not being responsive to this RFP. Bidders should clearly respond to the requirements of the RFP. Any alternate proposals which are offered should be clearly indicated as such.

4. Technical questions should be addressed to: Ms. Lara Fritts, Executive Director, (703) 360-5008

Contractual questions shall be referred to:
Lara Fritts, Executive Director, (703) 360-5008.

5. The Contractor will not discriminate against any employee or applicant for employment because of race, creed, color, sex, disability, marital status, ancestry, presence of children, sexual orientation, handicap, national origin or age (except as required by other applicable law). Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment, advertising, layoff or termination; rates of pay or other form of compensation; and selection for training including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notice setting forth the provisions of this nondiscrimination clause.

The Contractor will, in all advertisements or solicitation for employees, state that all qualified applicants will receive consideration for employment without regard to race, creed, color, sex, disability, marital status, ancestry, presence of children, sexual orientation, handicap, national origin or age (except as required

by other applicable laws). The Contractor agrees to use clauses similar to those above in all subcontracts.

In the event the Contractor fails to comply with nondiscrimination clauses of this contract, or fails to include such contract provisions in all subcontracts, as hereinabove provided, this contract may be declared void AB INITIO, cancelled, terminated or suspended in whole or in part and the Contractor may be declared ineligible for further contracts with the SFDC.

Any employee, applicant for employment, or prospective employee with information concerning any breach of these requirements may communicate such information to the SFDC Board President, who shall commence prompt investigation of the alleged violation. Pursuant to such investigation, the Contractor will permit access to its books, records and accounts. In the event the Board President concludes, on the basis of his investigation, that the Contractor has failed to comply with nondiscrimination clauses, he may invoke the remedies hereinabove set out.

6. In accordance with the SFDC financial disclosure and ethical conduct policy and/or ordinances a prerequisite for payment pursuant to the terms of this contract is that the Contractor may be required to furnish explicit statements, under oath, that the President of the Board, and/or any other officer, agent, and/or employee of the SFDC, and any member of the governing body of Fairfax County, Virginia, or any member or employee of a Commission, Board, or Corporation controlled or appointed by the Board of Supervisors of Fairfax County has not received or has not been promised directly or indirectly any financial benefit by way of fee, commission, finder's fee, or in any other manner, remuneration arising from directly or indirectly related to this contract, and that upon request by the Board President or other authorized agent, as a prerequisite to payment pursuant to the terms of this contract, the Contractor will furnish to the Board of Directors of the Southeast Fairfax Development Corporation, under oath, answers to any interrogatories to a possible conflict of interest has herein embodied.

7. The Contractor warrants that only an established commercial or selling agency maintained by the Contractor for the purpose of securing business may be retained to solicit or secure this contract. Any brokerage arrangements must be disclosed in the proposal. For violation of this warranty, the SFDC shall have the right to terminate or suspend this contract without liability to the SFDC.

8. No substitution of principal personnel included in the proposal may occur without written approval of the SFDC. Replacements for key personnel under the contract must have equivalent professional qualifications and experience as those individuals listed in the proposal. The Consultant must submit written professional qualifications and experience for approval within ten working days prior to replacement.

9. No alterations or variables in the terms of a contract shall be valid or binding upon the SFDC unless made in writing and signed by the Executive Director or her authorized agent.

10. It is mutually understood and agreed that the Contractor shall not assign, transfer, convey, sublet or otherwise dispose of its contract, or its right, title or interest therein, or its power to execute such contract, to any other person, firm or corporation, without the previous written consent of the Executive Director, but in no case shall such consent relieve the Contractor from its obligation, or change the terms of the contract.

11. The contract may be cancelled by the Executive Director by written notice of default to the Contractor, upon non-performance or violation of contract terms, and an award made to another bidder. In such event, the defaulting Contractor shall be liable for costs to the SFDC in the amount of the difference between the defaulting Contractor price and the next lowest price.

12. Whenever any article, material, appliance, process composition, means or things called for by these specifications is covered by Letter of Patent, the successful bidder must secure, before using or employing such materials, the assent in writing of the owner or licensee of such letters of patent, and file the same with the SFDC.

The Contractor will defend, at its own expense, and will pay the cost and damages awarded in any action brought against the SFDC based on any allegation that the items provided by the Contractor infringe on a patent and copyright license or trade secret. In the event that an injunction shall be obtained against the SFDC's use of items by reason of infringement of any patent, copyright, license or trade secret, the Contractor will, at its expense, procure for the SFDC the right to continue using the items, replace or modify the same so that it becomes non-infringing.

13. All materials submitted in response to this RFP will become the property of the SFDC.

14. The SFDC agrees, to the extent permitted by law, to hold all material and information belonging to the bidder, which it deems to be confidential, in strictest confidence.

The Contractor agrees to hold all material and information belonging to the SFDC or the SFDC's agents in strictest confidence and not to make use thereof other than for the performance of contractual obligations, to release it only to employees requiring such information.

15. During the term of the final agreement, the successful Contractor shall not release any information related to the services of the performance of the services under the agreement nor publish any final reports or documents without the prior written approval of the SFDC.

16. The Contractor shall perform the final agreement as an independent contractor and shall not be considered an agent of the SFDC nor shall any of the employees or agents of the Contractor be considered sub-agents of the SFDC.

17. The Contractor shall submit invoices on a monthly basis, such statement to include a detailed breakdown of all charges for the period.

Individual contractors shall provide their social security number. Proprietorship, partnerships and corporations shall provide their federal employer identification number with their proposal.

18. Price Adjustments. Prices quoted are to be firm for twelve months after award of a contract. A request for price adjustment is subject to approval or rejection by the Executive Director. A request for price adjustment from a Consultant will not be approved unless the Consultant submits to the Executive Director sufficient justification to support the Consultant's request. A request for price adjustment may not be approved which exceeds the amount of the annual percentage change of the Consumer Price Index (CPI) for the twelve month period immediately prior to the date of the request.

FUNDRAISING ANALYSIS AND CAMPAIGN PROPOSAL EVALUATION MATRIX

Maximum Points: 100

FIRM: _____

	<u>Maximum Points</u>	<u>Score</u>
1. Understanding of Project.	20	_____
2. Completeness of proposal	20	_____
3. Experience	15	_____
4. Cost of Services	30	_____
5. Technical qualifications of staff assigned to project and References	15	_____
TOTAL	100	

General Comments/Clarifications/Questions

Name of Evaluator _____